Converting Followers to Sales

1. Make It Easy for Fans to Buy

One of the reasons people follow a brand on Instagram is that they like the products and/or services that company offers. So they follow you as they want to know about new products, information, promotions, and discounts!

- Include a link to your website in EVERY post caption or comment to build your website brand awareness (links are not clickable in Instagram posts); or minimally include a CTA to direct users to click the link in your bio.

- Brand your photos with your company logo, like the example on the right for our Meditation Course: https://www.coursenvy.com/morningenvy

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2. Always be “Soft-Selling” your Product with Value Propositions

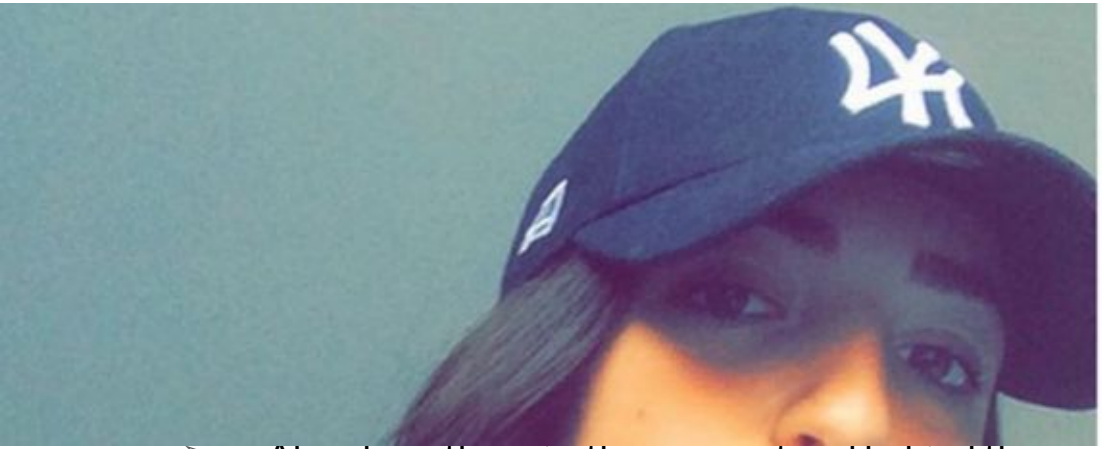
- Hard sales constantly of you stating “SALE!! BUY NOW!!!” is annoying!
- A great way to soft-sell your item is via images of the product being used.
- Check out this Sharpie post… they never say “go buy Sharpies”, they just mention a “bleeping awesome” Sharpie artist in their post showing the **VALUE** of Sharpies!

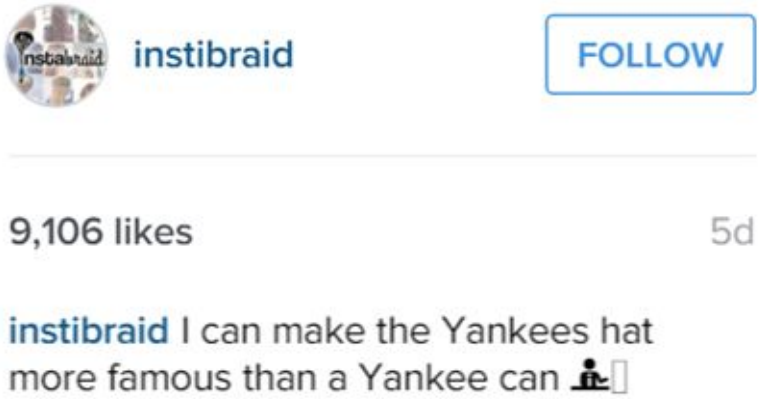
sharpie
4,377 likes
sharpie Sharpie artist Daniel Roberts is bleeping awesome! Check him out >shadowness.com/bleepy00012

Converting Followers to Sales

3. Be Personal

- Always write your ad copy in the first person to connect with your customers!





- Also share those in-the-moment and behind the scenes photos/videos to bring your customers into your world! Being **PERSONAL** will increase your sales!

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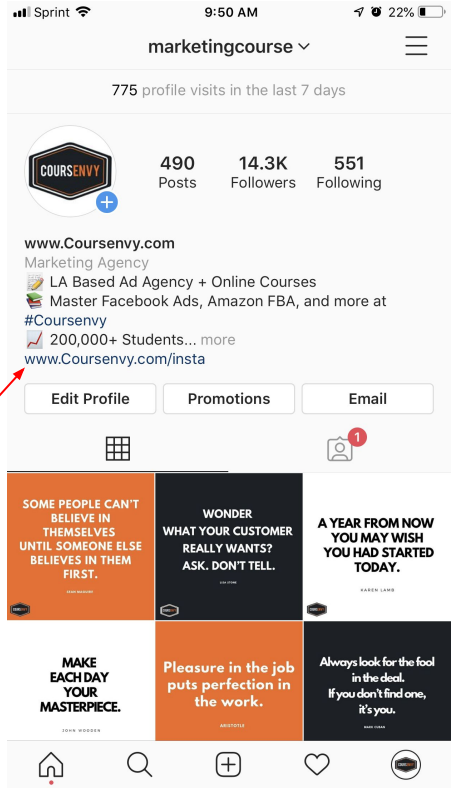
4. Share Offers and Discounts

- Share coupon codes specific to Instagram to track sales derived via this sales channel!

EXAMPLE POST: Click the link in our bio or head over to Coursenvy.com and use the coupon code INSTA10 for 10% off today only!

EXAMPLE BIO LINK: Create a bio link with a Google tracking URL
https://ga-dev-tools.appspot.com/campaign-url-builder


Sprint
9:50 AM
22%
marketingcourse
775 profile visits in the last 7 days
490 Posts
14.3K Followers
551 Following
www.Coursenvy.com
Marketing Agency
LA Based Ad Agency + Online Courses
Master Facebook Ads, Amazon FBA, and more at #Coursenvy
200,000+ Students... more
www.Coursenvy.com/insta
Edit Profile
Promotions
Email
SOME PEOPLE CAN'T BELIEVE IN THEMSELVES UNTIL SOMEONE ELSE BELIEVES IN THEM FIRST.
WONDER WHAT YOUR CUSTOMER REALLY WANTS? ASK. DON'T TELL.
A YEAR FROM NOW YOU MAY WISH YOU HAD STARTED TODAY.
MAKE EACH DAY YOUR MASTERPIECE.
Pleasure in the job puts perfection in the work.
Always look for the fool in the deal. If you don't find one, it's you.

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Converting Followers to Sales

5. Drive Followers to a Lead Capture Page

- It is crucial to have the link you place in your Instagram bio be a form of lead capture, whether that be a **Facebook pixel** placed on the page to capture that Custom Audience for future retargeting ads or an actual **email capture form** on the landing page.

- You NEED to have a lead capturing device in place via your Instagram bio link!

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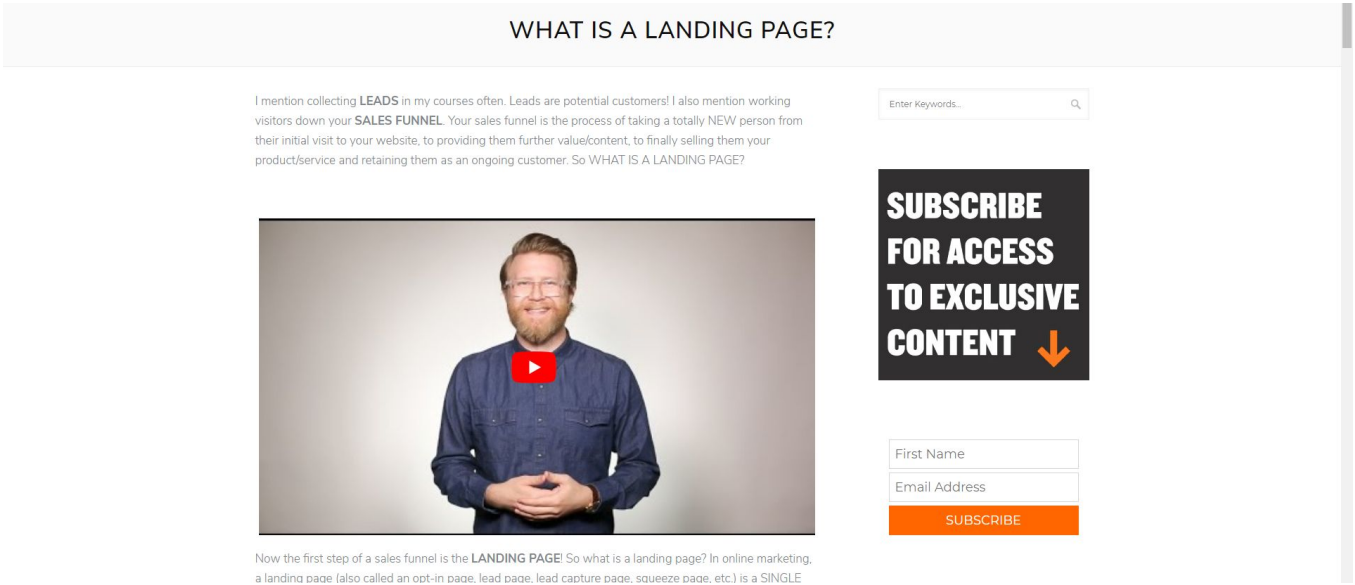
What is a Landing Page?

https://www.coursenvy.com/what-is-a-landing-page


WHAT IS A LANDING PAGE?
I mention collecting LEADS in my courses often. Leads are potential customers! I also mention working visitors down your SALES FUNNEL. Your sales funnel is the process of taking a totally NEW person from their initial visit to your website, to providing them further value/content, to finally selling them your product/service and retaining them as an ongoing customer. So WHAT IS A LANDING PAGE?
Enter Keywords...
SUBSCRIBE FOR ACCESS TO EXCLUSIVE CONTENT
First Name
Email Address
SUBSCRIBE
Now the first step of a sales funnel is the LANDING PAGE! So what is a landing page? In online marketing, a landing page (also called an opt-in page, lead page, lead capture page, squeeze page, etc.) is a SINGLE

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Lead Capture Page

- With a lead capture page you can capture important information from a potential customer, most importantly being their email address!

- Once you have their email, then you can remarket to them via email marketing or Instagram ads you build via Facebook Ads Manager.

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Mailchimp Landing Page

Another free email capture option is a Mailchimp Landing Page

- With Mailchimp you can upload custom email capture forms to any website page via the custom HTML code they provide you OR you can use the Mailchimp hosted landing pages (click the link above).
- When a customer signs up for whatever free thing you are offering on your lead capture page (newsletter, promo code, ebook, free offer, etc.), you will be emailed when you get a new email sign up!
- You can create custom newsletters and email specific segments of your email list.

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Facebook Pixel

- The next option for your Instagram bio website link is to drive users to a website that you have a Facebook Pixel installed on (rewatch Facebook lectures for this Pixel install process).

- Once a Facebook Pixel is install on your website, Facebook is tracking the users that navigate to every page. You can then create a Custom Audience of this traffic which you can then retarget with future ads. This is what I call a WARM AUDIENCE because they are familiar with your brand and most likely ready to move down your sales funnel!

- Head to your Facebook Ads Manager Audience Page: www.facebook.com/ads/manager/audiences

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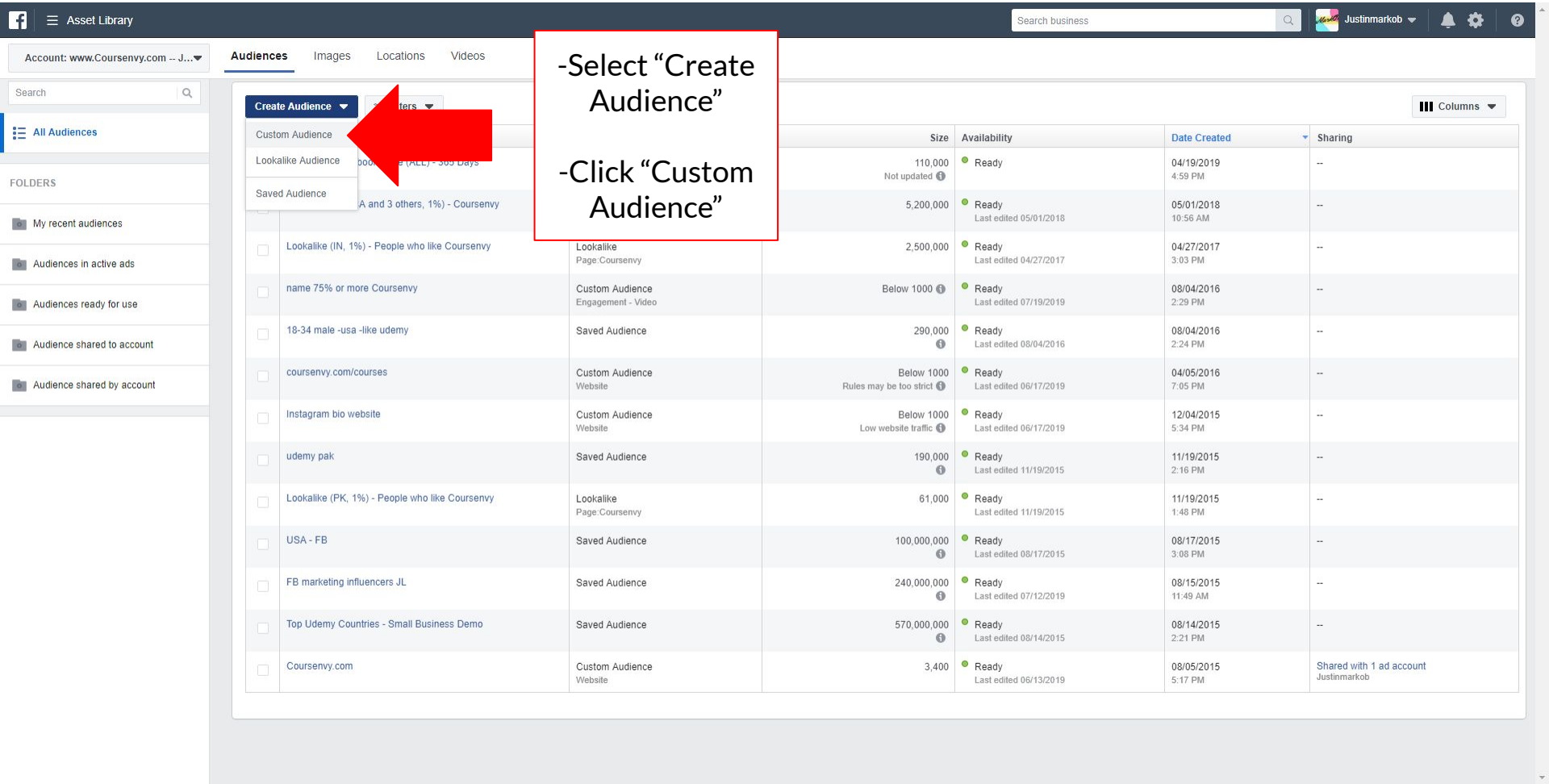

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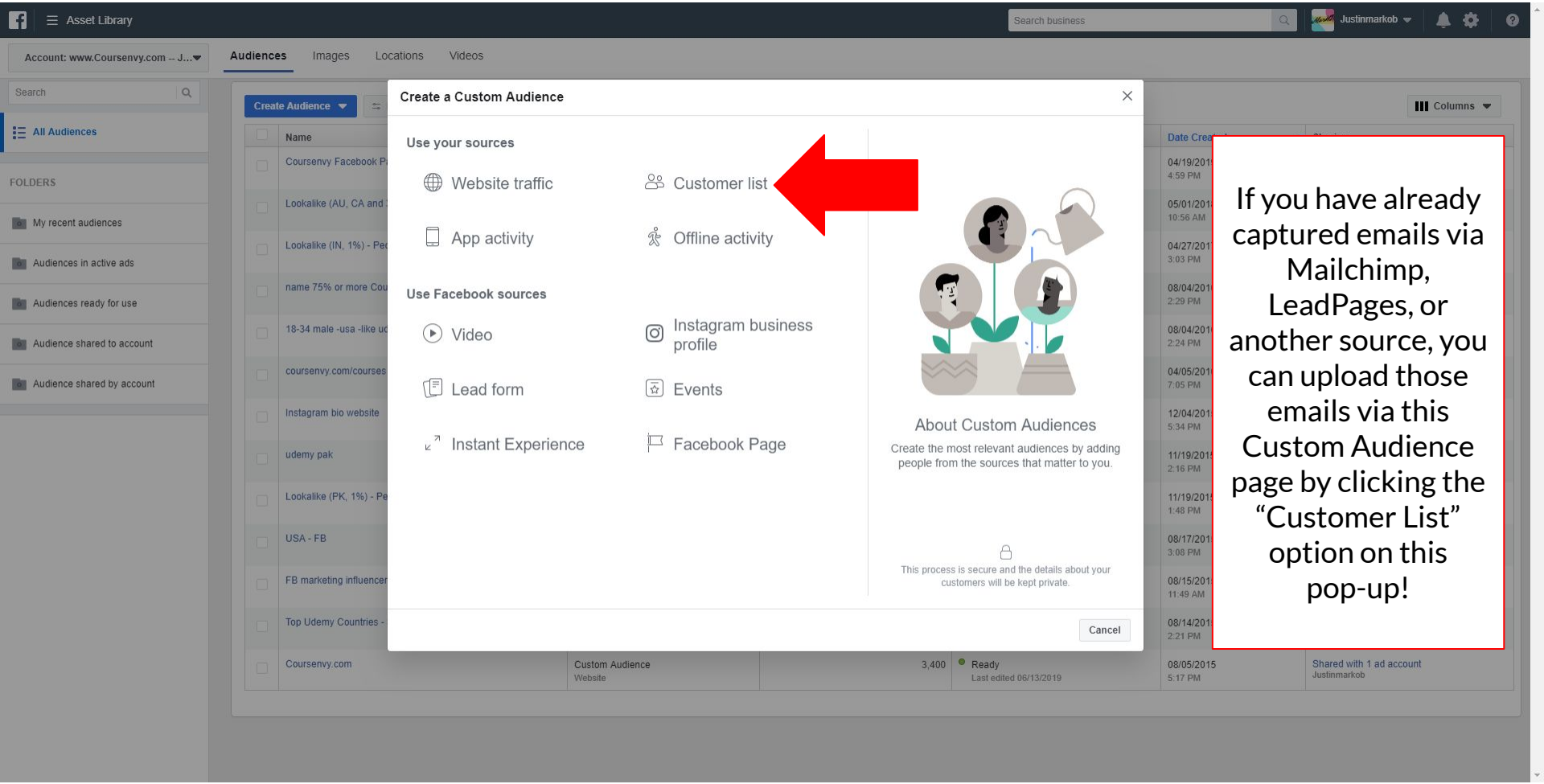

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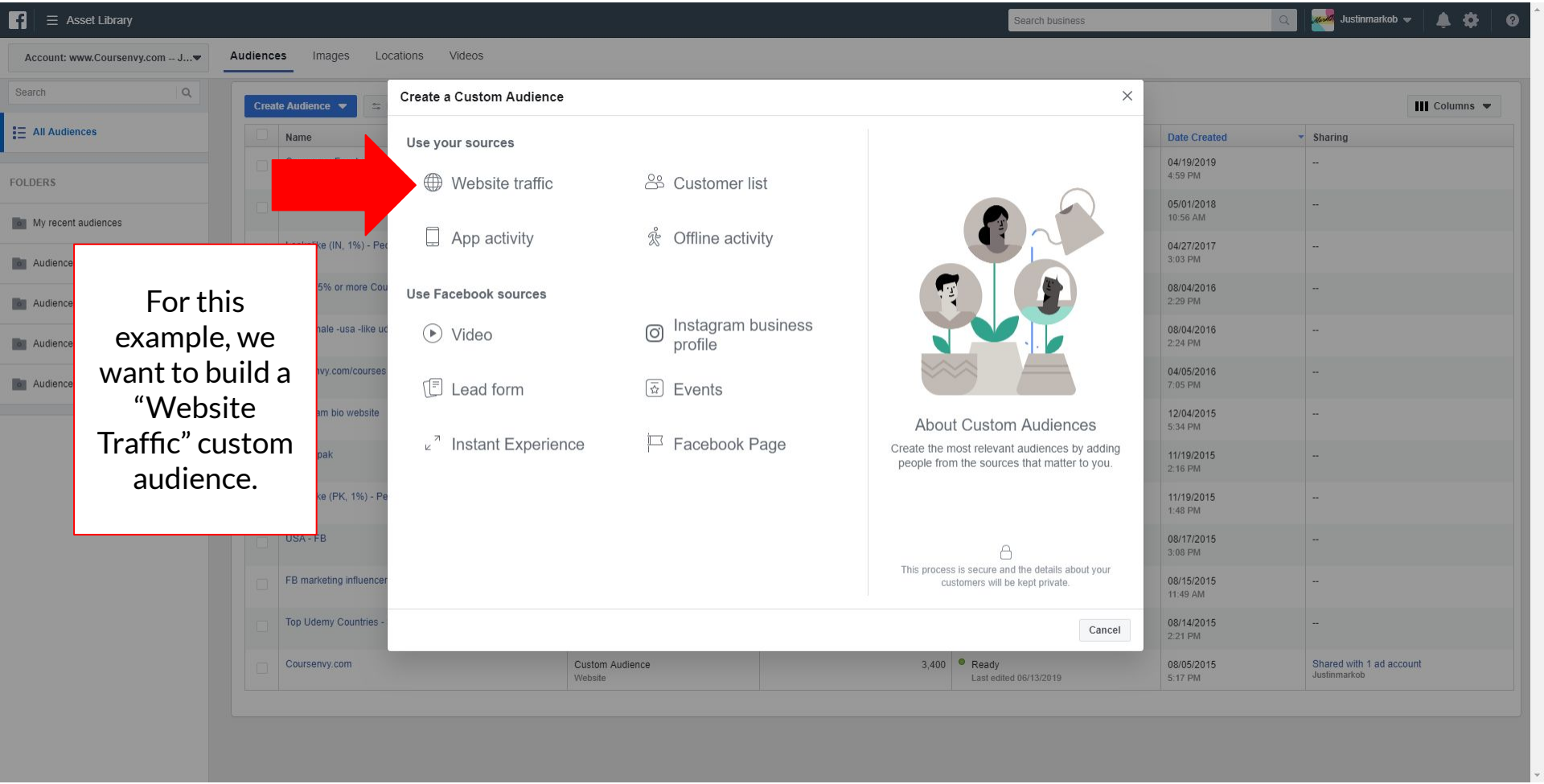

For this example, we want to build a "Website Traffic" custom audience.

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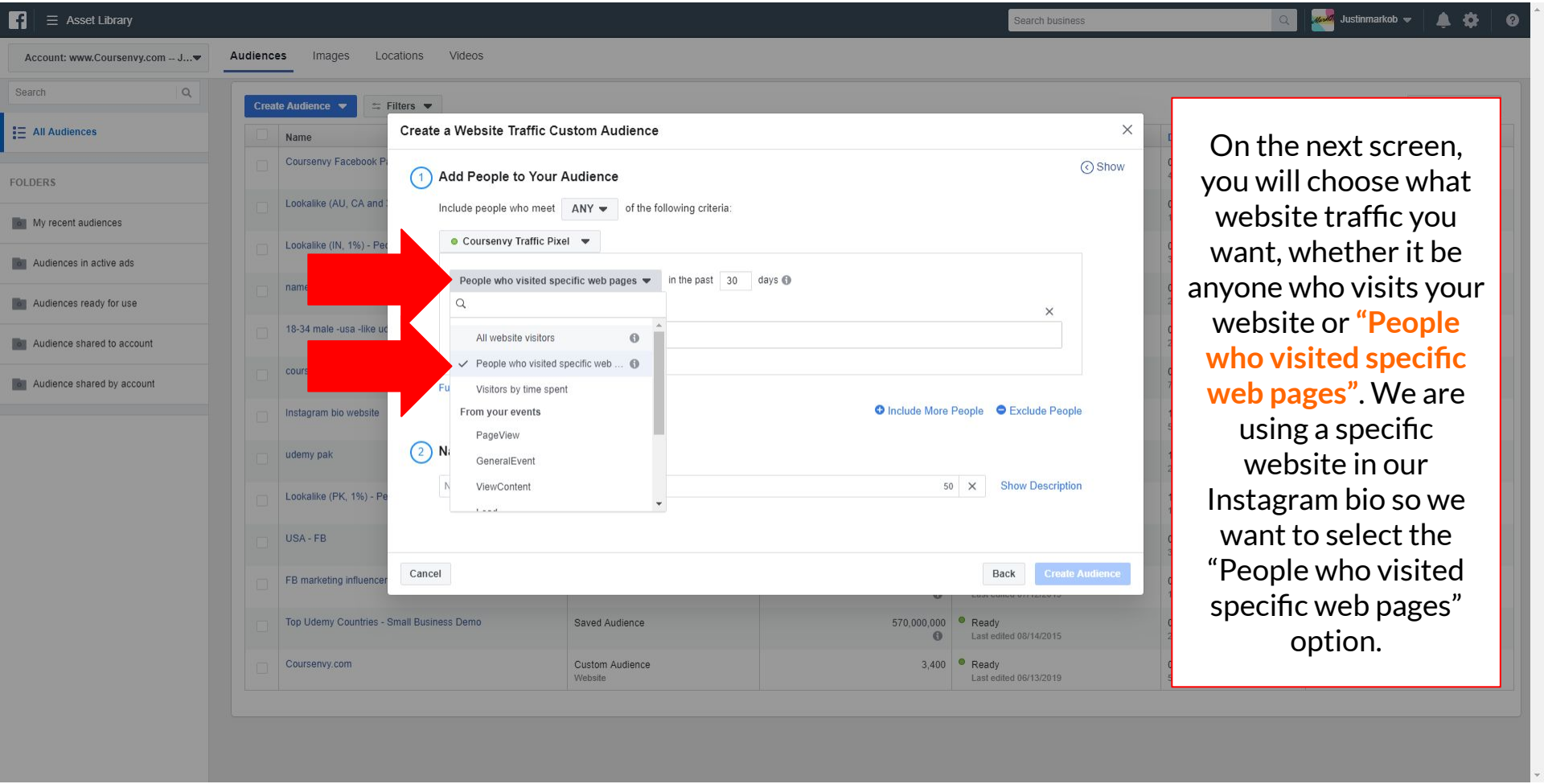

On the next screen, you will choose what website traffic you want, whether it be anyone who visits your website or **"People who visited specific web pages"**. We are using a specific website in our Instagram bio so we want to select the "People who visited specific web pages" option.

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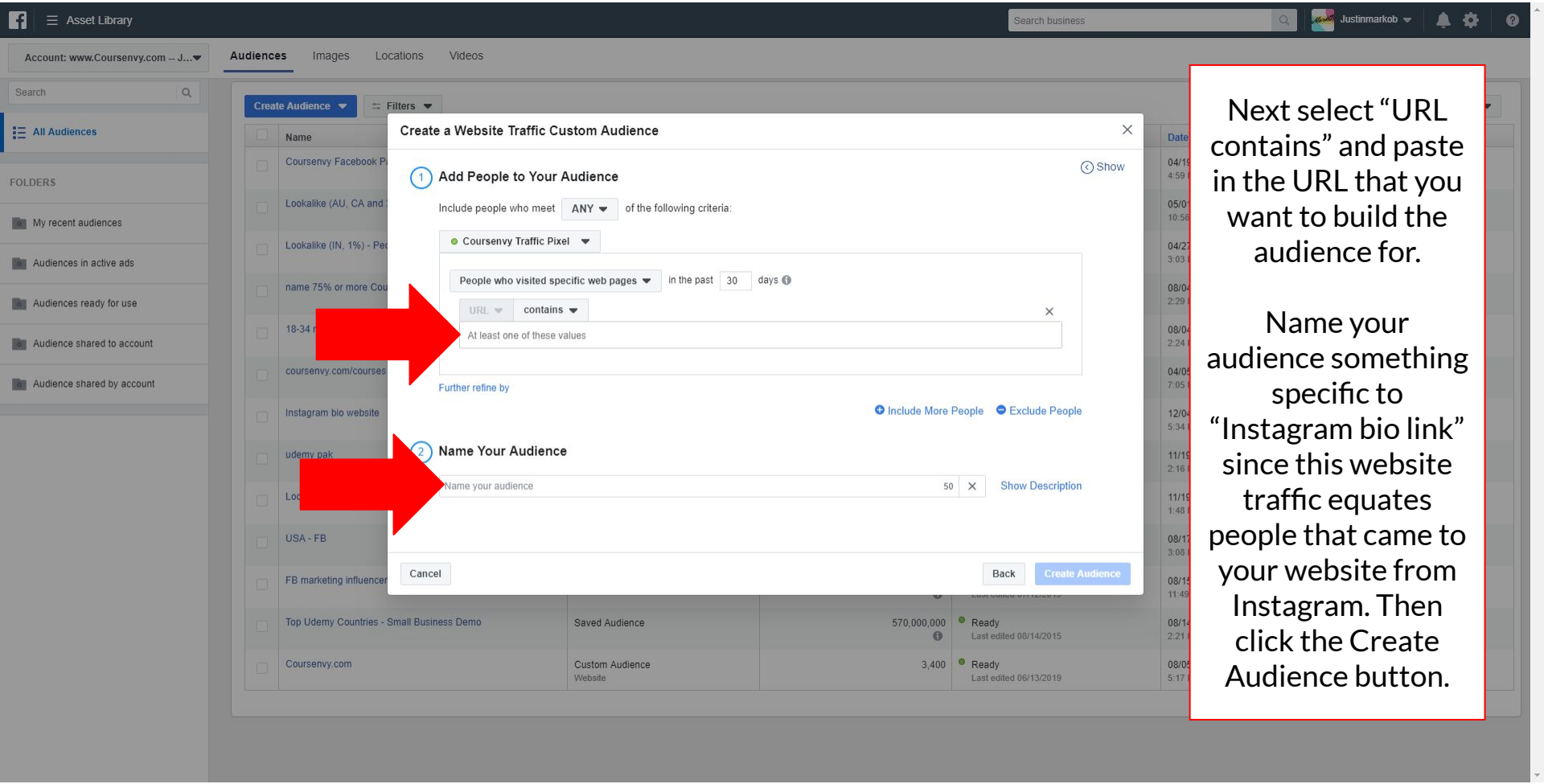

Next select “URL contains” and paste in the URL that you want to build the audience for.

Name your audience something specific to “Instagram bio link” since this website traffic equates people that came to your website from Instagram. Then click the Create Audience button.

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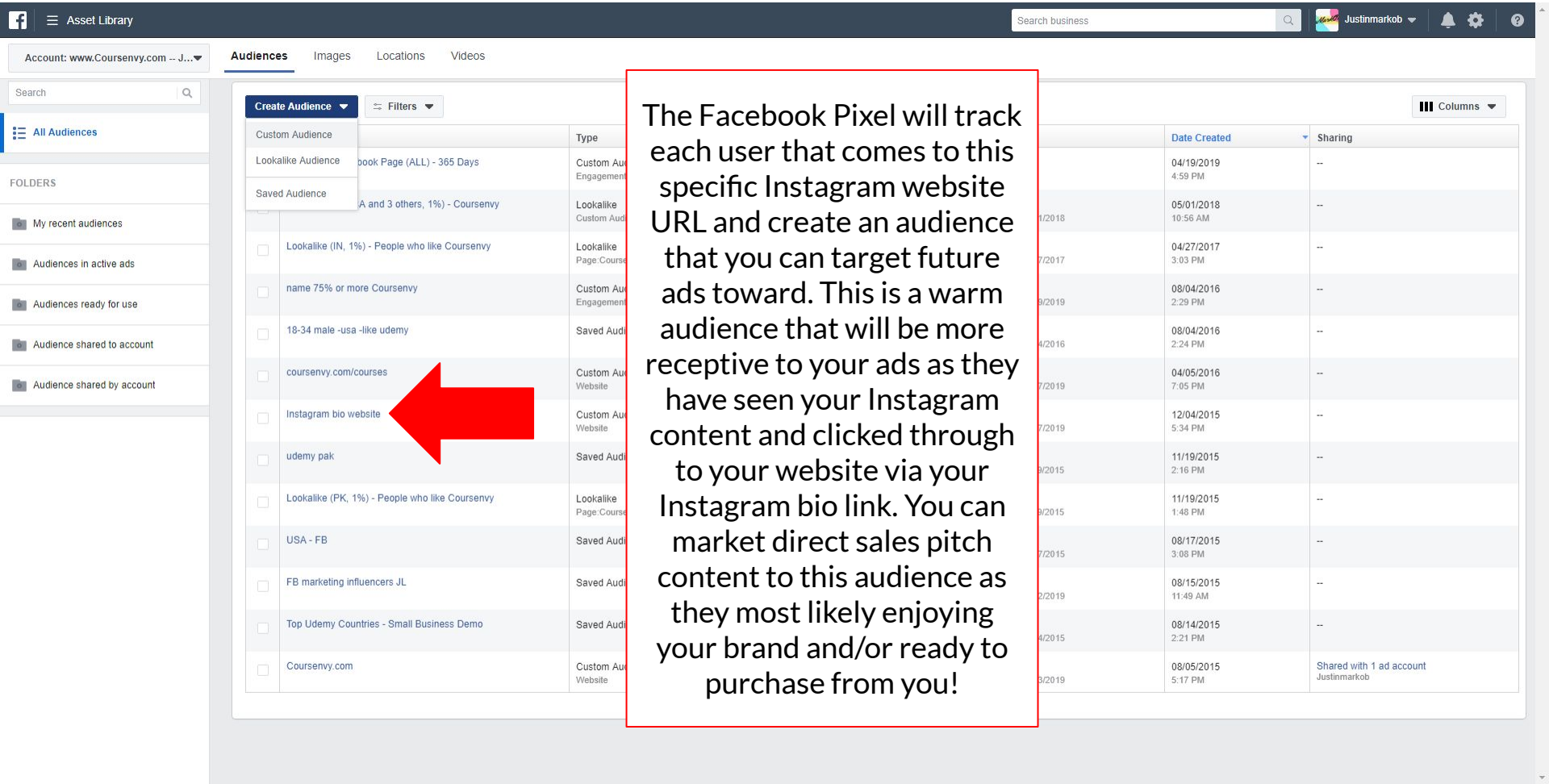

The Facebook Pixel will track each user that comes to this specific Instagram website URL and create an audience that you can target future ads toward. This is a warm audience that will be more receptive to your ads as they have seen your Instagram content and clicked through to your website via your Instagram bio link. You can market direct sales pitch content to this audience as they most likely enjoying your brand and/or ready to purchase from you!

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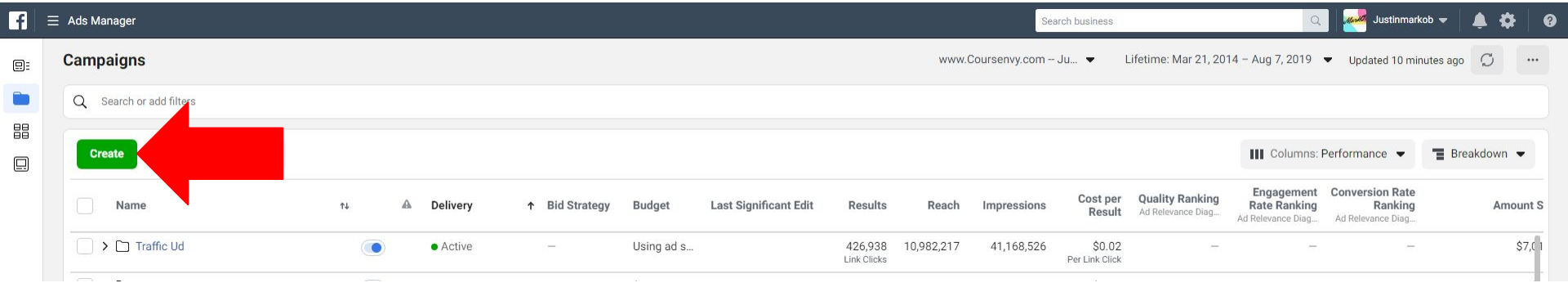
Remarketing to your Instagram Audience

- Head to your Facebook Ads Manager Page: www.facebook.com/ads/manager
- Click the green “Create” button



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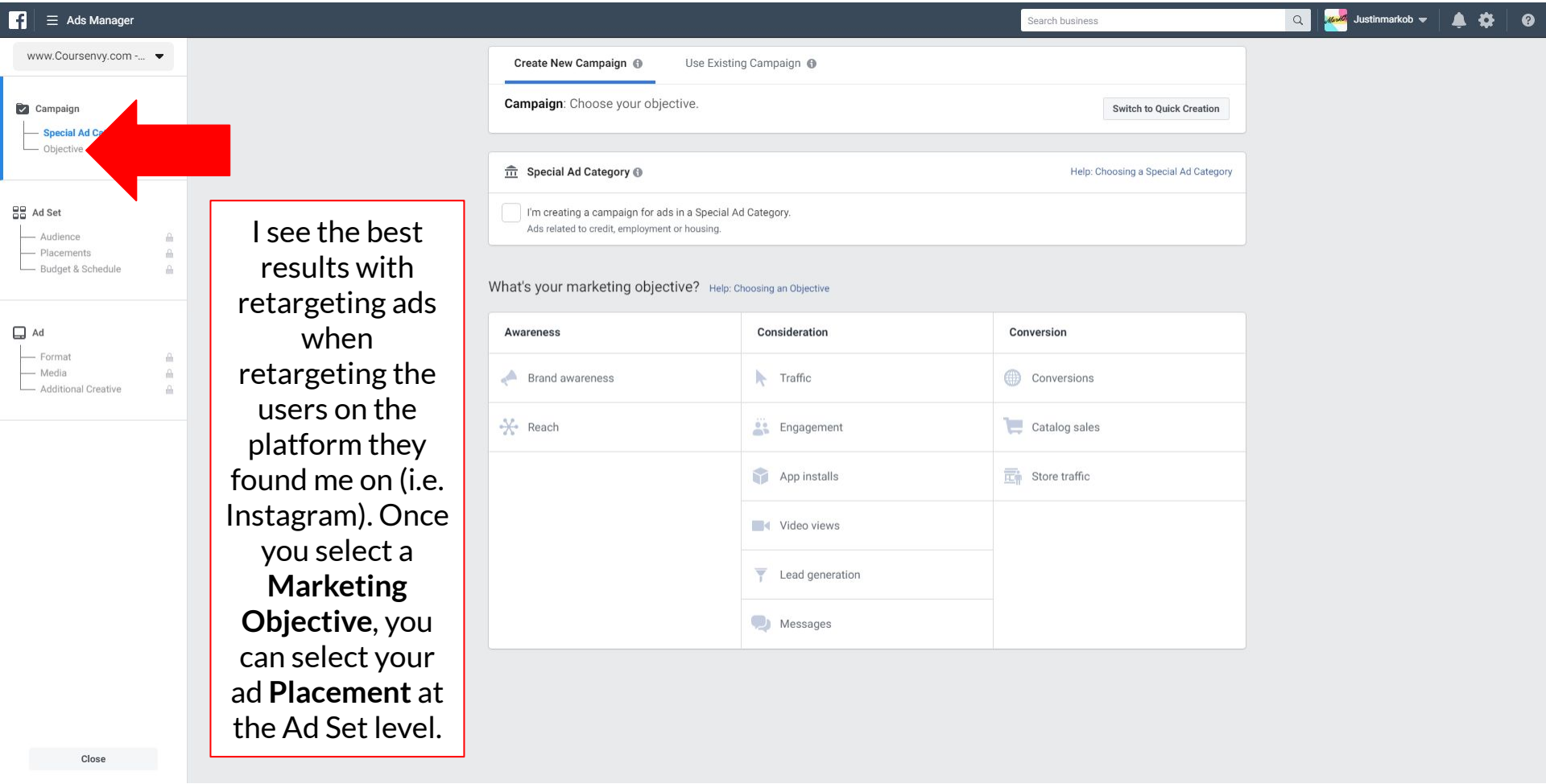

I see the best results with retargeting ads when retargeting the users on the platform they found me on (i.e. Instagram). Once you select a **Marketing Objective**, you can select your ad **Placement** at the Ad Set level.

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Objectives With Instagram Placement

Select an ad objective that can use Instagram as a placement:
https://www.facebook.com/business/help/1621419411431034

Instagram Ad Objectives

If you'd like to advertise on Instagram, there are several ad objectives you can choose.

Objective	Feed	Stories
Brand awareness	✓	✓
Reach	✓	✓
Traffic	✓	✓
Engagement	✓	
App installs	✓	✓
Video views	✓	✓
Lead generation	✓	✓
Messages	✓	
Conversions	✓	✓
Catalog sales	✓	
Store traffic	✓	✓

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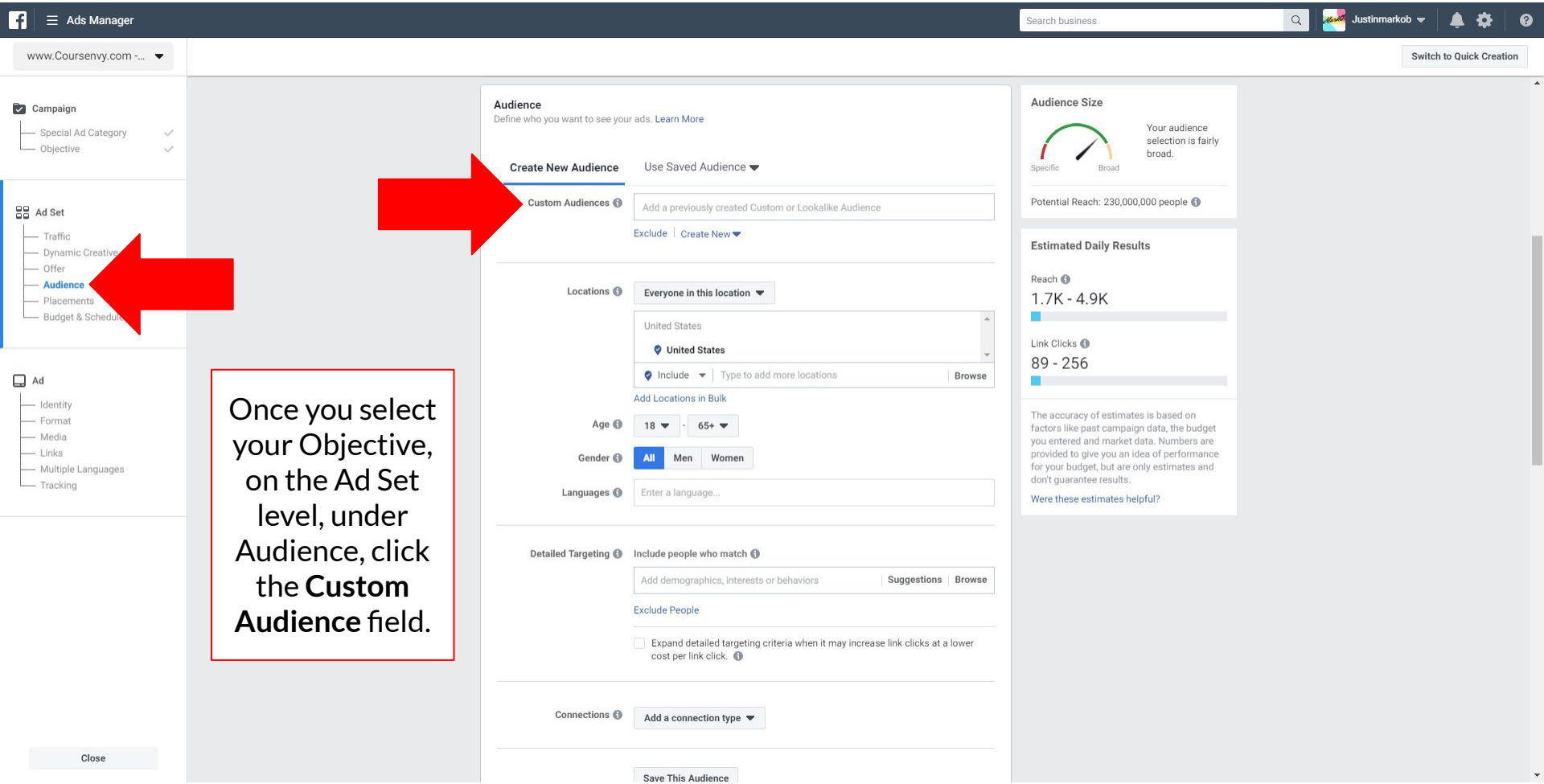

Once you select your Objective, on the Ad Set level, under Audience, click the **Custom Audience** field.

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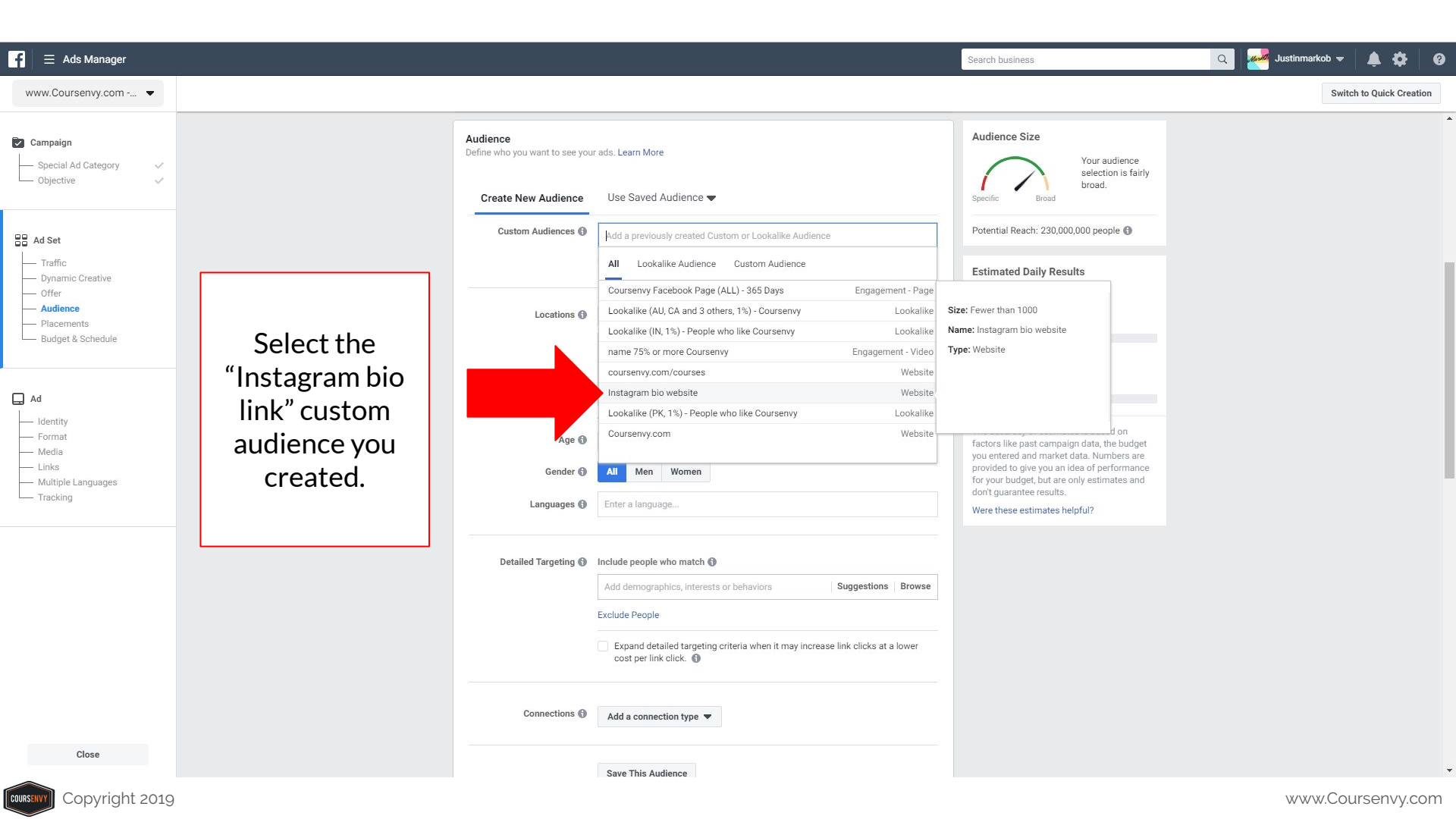

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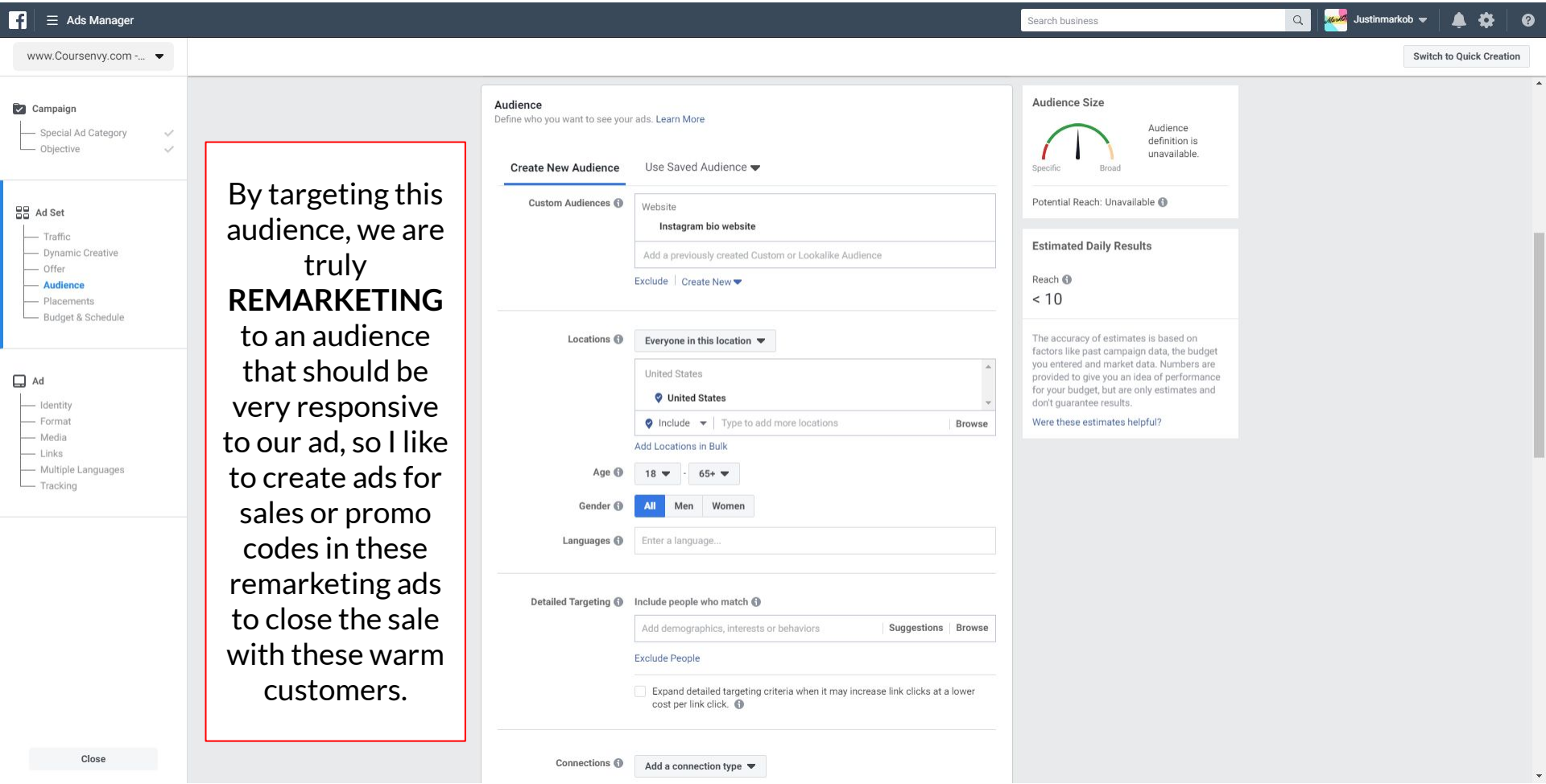

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Ads Manager

Search business

Justinmarkob

www.Coursenvy.com -...

Switch to Quick Creation

Campaign
- Special Ad Category
- Objective

Ad Set
- Traffic
- Dynamic Creative
- Offer
- Audience
- Placements
- Budget & Schedu

Ad
- Identity
- Format
- Media
- Links
- Multiple Languages
- Tracking

Close

Scroll down to the Placements option on the Ad Set level.

Placements

Show your ads to the right people in the right places.

Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. Learn More

Edit Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. Learn More

Devices

All Devices (Recommended)

Platforms

- Facebook
- Instagram
- Audience Network
- Messenger

Asset Customization

2 / 12 placements that support asset customization

Select All

Placements

Feeds

Get high visibility for your business with ads in feeds

- Facebook News Feed
- Instagram Feed
- Facebook Marketplace
- Facebook Video Feeds
- Facebook Right Column
- Messenger Inbox

Stories

Tell a rich, visual story with immersive, fullscreen vertical ads

- Facebook Stories
- Instagram Stories

Instagram Stories

We recommend **fullscreen vertical**

Audience Size

Specific — Broad

Audience definition is unavailable.

Potential Reach: Unavailable

Estimated Daily Results

Reach

< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

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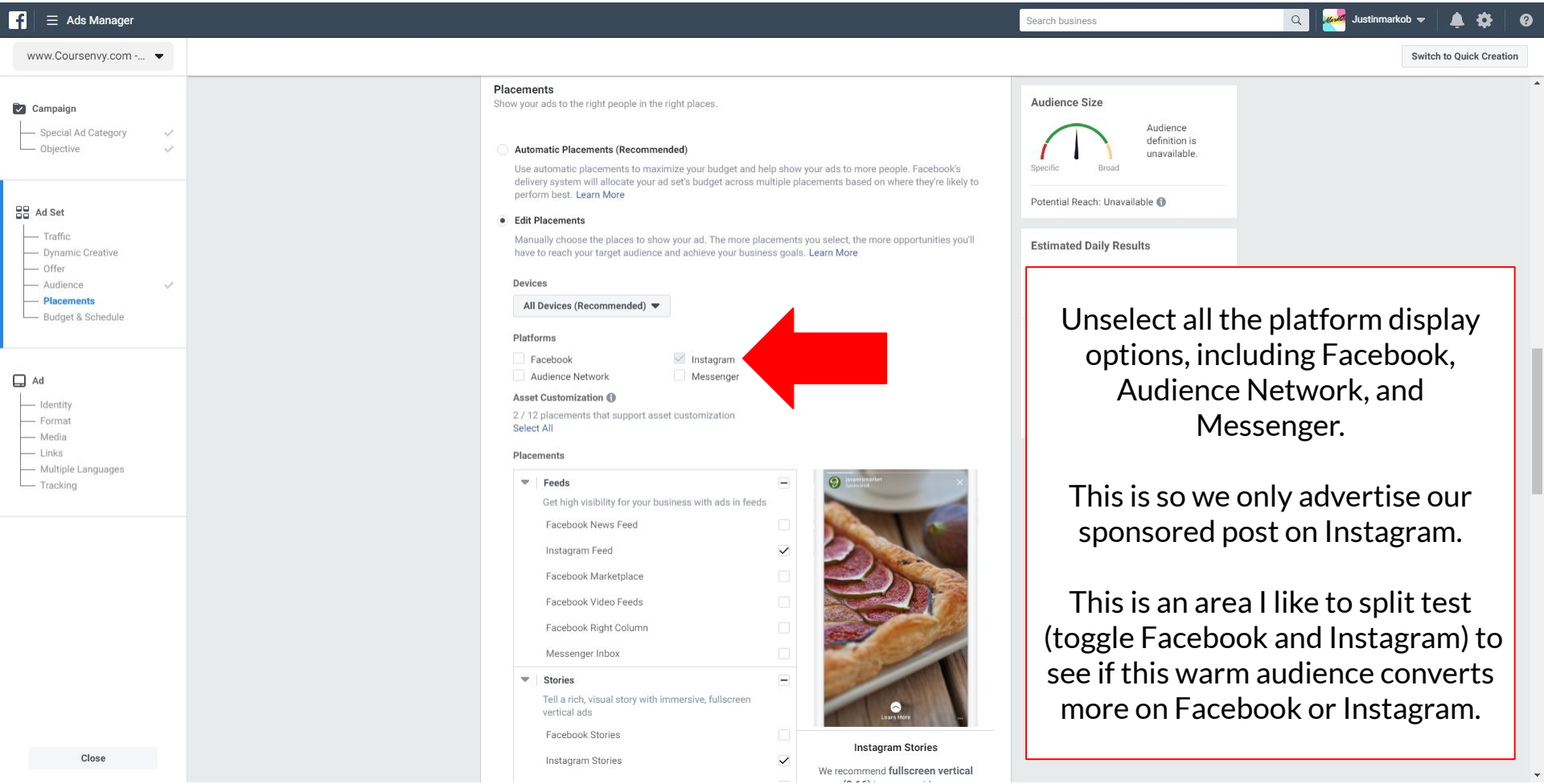
Ads Manager
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Switch to Quick Creation
Campaign
Special Ad Category
Objective
Ad Set
Traffic
Dynamic Creative
Offer
Audience
Placements
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Devices
All Devices (Recommended)
Platforms
Facebook
Instagram
Audience Network
Messenger
Asset Customization
2 / 12 placements that support asset customization
Select All
Placements
Feeds
Get high visibility for your business with ads in feeds
Facebook News Feed
Instagram Feed
Facebook Marketplace
Facebook Video Feeds
Facebook Right Column
Messenger Inbox
Stories
Tell a rich, visual story with immersive, fullscreen vertical ads
Facebook Stories
Instagram Stories
Instagram Stories
We recommend fullscreen vertical
Audience Size
Specific
Broad
Audience definition is unavailable.
Potential Reach: Unavailable
Estimated Daily Results
Unselect all the platform display options, including Facebook, Audience Network, and Messenger.
This is so we only advertise our sponsored post on Instagram.
This is an area I like to split test (toggle Facebook and Instagram) to see if this warm audience converts more on Facebook or Instagram.

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